

## 2003 Utah Tourism at a Glance

- Travelers accounted for \$4.2 billion in traveler spending\* for the Utah economy
- Traveler spending generated \$341 million in state and local tax revenues\* (\$486 per Utah household)
- In 2003, 17.2 million visitors traveled to Utah
- 103,585 jobs\* in travel and tourism-related industries (9.6% of total Utah nonfarm jobs)
  - 71,059 Direct tourism jobs
  - 32,526 Indirect tourism jobs
- Domestic visitors spent on average \$75 per person per day and stayed 3.1 nights (2001 Data)
- 83% of Utah's visitors come from the Western United States (2001 Data)
- International visitors accounted for 3.4% of total non-resident visitation with an estimated 590,000 visits in 2003. Top international markets include: (2002 Data)
  - Canada
  - Germany
  - United Kingdom
  - France
  - Japan
  - Italy
  - Switzerland
  - Netherlands
- International visitors to Utah spent on average \$81 per day and stayed 5.7 nights in Utah (¼ of their total U.S. trip – 1997-99 Data)
- 5.0 million recreation visits were made to Utah's five national parks during 2003. Another 4.9 million recreation visits occurred at Utah's eight national monuments and two recreation areas
- 4.6 million visitors enjoyed Utah's 41 state parks during 2002
- 22.7 million vehicles crossed Utah's borders along Interstate highways in 2003
- 18.5 million passengers arrived at Salt Lake International Airport during the year
- Utah ski resorts hosted 3.14 million skier days during the 2002/03 season
- 659,000 visitors stopped at one of Utah's six Welcome Centers during 2003
- 58.8% statewide hotel/motel occupancy rate

\*These figures are estimates which may be revised once final year-end 2003 tax figures become available. A variety of tax figures are used in calculating and estimating the economic impact of tourism in Utah.

*For addition information on Utah tourism, please visit the online Research & Planning section of the Utah Travel Council's business website: [travel.utah.gov](http://travel.utah.gov)*